RWJF Retrospective Series

The Way We Were

Tobacco Ads Through the Years

Center for
Public Program Evaluation

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A companion report to
The Tobacco Campaigns of the
Robert Wood Johnson Foundation
and Collaborators, 1991–2010
Companion Reports in this RWJF Tobacco Retrospective Series


- Smoking in Movies and Television: Research Highlights
- Clearing the Air: An Overview of Smoke-Free Air Laws
- Social Norms and Attitudes About Smoking, 1991–2010
- More Than a Decade of Helping Smokers Quit: RWJF's Investment in Tobacco Cessation
- The Impact of Tax and Smoke-Free Air Policy Changes
- RWJF's Tobacco Work: Major Programs, Strategies and Focus Areas
- Major Tobacco-Related Events in the United States
- Surgeon General's Reports on Tobacco
- IMPACT: Smokers and Smoking-Related Deaths Slideshow
Preface

Twenty years ago the Robert Wood Johnson Foundation decided to put our name and substantial financial and human resources behind a bold initiative to reduce tobacco use in this country. For two decades, RWJF has been working with partners in government, education, philanthropy and the private sector to make literally the air that we breathe safe to inhale and to free many Americans from a gripping, destructive addiction to which they were seduced in their youth. As this retrospective indicates, our tobacco-control campaigns often have seemed an uphill battle, but they have made significant inroads against the harmful effects of tobacco.

Because of that significant progress, we have scaled back our investments in tobacco control to allow us to focus on new public health challenges. Yet the moral injunction of medicine is “First, do no harm.” As we wound down these investments (though ongoing, we are still providing $3,589,258 to reduce tobacco use), I was adamant that we needed to monitor the state of tobacco control going forward and to assess the legacy and impact of our body of tobacco-control work.

As we address other critical public health challenges, like the need to roll back the epidemic of childhood obesity, it is important to harvest lessons that can be learned from our tobacco-control work, which has been unique in terms of magnitude, duration, scope and methods. We therefore asked the Center for Public Program Evaluation to conduct an independent assessment to help us and the field understand the results of our efforts, what worked, what didn’t, and what could be adopted or adapted to fulfill our mission to improve and make a demonstrable difference in health and health care for all Americans.

I wish to emphasize our insistence that the center’s work be truly independent. The center’s president, George Grob, is a former Deputy Inspector General of the U.S. Department of Health and Human Services, who personally took charge of this assessment. Grob asked Henry Aaron, Bruce and Virginia MacLaury, senior fellow and former director of economic studies at the Brookings Institution, and Michael O’Grady, senior fellow at the National Opinion Research Center and principal, O’Grady Health Policy, to provide an additional layer of independent review. Aaron and O’Grady advised on study methods and findings, and reviewed draft reports. The resulting assessment report describes both the significance and limits of RWJF’s contributions and achievements.

I want to thank the many individuals and organizations—often working in collaboration—who conducted the tobacco-control campaigns, and I especially want to thank the many RWJF staff members (and former staff) who have worked with such competence and endurance on reducing Americans’ addiction to tobacco. Among them were: Diane Barker, Michael Beachler, Sallie Petrucci George, Karen Gerlach, Marjorie Gutman, Robert Hughes, Nancy Kaufman, Jim Knickman, Michelle Larkin, Joe Marx, Tracy Orleans, Marjorie Paloma and Steven Schroeder, and many others behind the scenes and too numerous to name.

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The tobacco industry has consistently portrayed tobacco use as the fun, cool and glamorous practice of attractive, healthy, active, confident role models. Tobacco ads have evolved with American culture, keeping in step as its values and externals changed over time.

The following collection of ads—still images and videos gathered from a variety of public websites—shows how this was done. Click on the links below to peek back into our culture as seen through tobacco advertising at various periods and for a variety of enticing themes.

In recent years, counterads were developed by groups opposing tobacco use to portray the dangers and “uncoolness” of smoking. Those ads are at the end of this collection.

For a much more extensive look at tobacco ads, see the Advertising Collections section of Tobacco Documents Online (www.tobaccodocuments.org), which has more than 75,000 ads, and Stanford University’s “Not a Cough in a Carload: Images from the Tobacco Industry Campaign to Hide the Hazards of Smoking” site (http://lane.stanford.edu/tobacco/index.html).
1910–1930

Glamour
- OMAR Turkish blend cigarettes
- Roll Your Own!
- Egyptian Deities
- Murad, the Turkish Cigarette
- Chesterfield cigarettes
- A boon for a breathless age
- Camels Give Me a Lift
- OK—Miss America!
- They taste so good! Camels
- Tortured by a Tele-phoney

Athletes
- On the court it’s flash, Chesterfield
- Light one for me! Chesterfield
- It’s good to smoke Luckies—Johnny Weissmuller
- It takes healthy nerves to win the World Series
- It takes healthy nerves to be a champion skier jumper—Anton Lekang
- They don’t get your wind
- Luckies, they taste better—skier
- Fun? Sure it is—water-skiers

Horses and Cowboys
- I like ‘em—Cowboy and Chesterfield
- Pretty Curves win!—woman jumping horse
- Herbert Tareyton cigarettes—horse-drawn carriage

Medical Professionals
- Physicians say Luckies are less irritating
- Nurse likes them fresh, Camels
- Luckies are less irritating, say doctors
- Ripley says throat doctors pick Old Gold
- What the doctor ordered
- Look, Daddy, Granger pipe tobacco

Children and Teens
- Boy Scout cigarettes
- Bellboy delivers Phillip Morris cigarettes

Celebrities
- Amelia Earhart says that it’s toasted—Lucky Strike
- Douglas Fairbanks gets a kick out of Lucky Strikes
- Fred and Adele Astaire say Chesterfields are good
- Jean Harlow and Luckies—the cream of the crop
- Ginger Rogers says that Old Golds respect her throat
- Margaret Sullivan likes Luckies for her throat
- Leslie Howard says that Luckies are “tops” for his throat
- Spencer Tracy finds Luckies easy on his throat
- Claudette Colbert’s emotional style requires Luckies

Military
- How Cigarettes Won the War, Fatima
- Gee! I’m in luck, Chesterfield

International
- Kensitas would have saved him!—bridge tournament
- Before and after smoking Greys

Appeals to Women
- I’m a “Lucky” girl
- I insist on Lucky Strike
- Vogue: Fashion’s smartest cigarette

Health Claims
- Smoke a Lucky instead of eating sweets
- Smoking away anxiety
- Luckies prevent coughing
- For digestion’s sake smoke Camels
- Toasting removes dangerous irritants in Lucky Strikes
- Don’t rasp your throat with irritants
- I protect my voice with Luckies
1940s & 1950s

Glamour
- Chesterfield, the cigarette of the hour
- More people are smoking Camels
- Chesterfield, good taste in the bag
- They suit me to a T—Camel
- Always buy Chesterfield
- No other cigarette gives you this smoking pleasure
- I’d walk a mile for a Camel

Athletes
- Skier prefers slow-burning Camels
- Extra protection… that makes good sense—hockey player
- Champions both—Sonja Henie and Chesterfield
- Camels suit me best—polo player Cecil Smith
- Chesterfield is a big favorite—baseball players
- A treat instead of a treatment, Old Golds—jockey
- Luckies really rate with Buddy Young
- The Tarsyton Twosome on skates
- Luckies are the best tasting—tennis players
- Strike up a friendship with new Parliament—golfers

Horses and Cowboys
- Couple smokes Lucky Strikes on horseback (no link available)
- Have a real cigarette, Camel—TV cowboys

Medical Professionals
- More doctors smoke Camels
- More doctors smoke Camels 2
- More doctors smoke Camels 3
- Doctors agree that Camels don’t irritate the throat
- Nurse agrees that smoking Fatimas is wise
- Doctors of medicine… and morale, Camels

Children and Teens
- Sure you inhale—so play safe with your throat—bellboy
- Johnny on the spot always has cigarettes
- Born gentle, Philip Morris—mother and baby
- Gee, Mommy you sure enjoy your Marlboro
- Treat him right on Father’s Day, give him Old Golds
- Happy birthday, Dad, Chesterfield
- Learn real mildness, Chesterfield—graduation cap
- My choice for taste and mildness, Camel
- Be happy, go Lucky

Celebrities
- Rita Hayworth prefers Chesterfields
- Rosalind Russell sends out an all clear signal for Chesterfield
- Claudette Colbert, Paulette Goddard and Veronica Lake for Chesterfield
- Bing Crosby offers his guests Chesterfield cigarettes
- Betty Grable knows the boys like Chesterfields
- Camel—first on land and sea
- In the Navy it’s Chesterfield
- The soldier’s pack—Camel
- First in the service and at home—Camel
- P.S. Thanks for the Camels
- Women in the military also like Chesterfields
- Chesterfields treat you right
- We bought a War Stamp for Bobby and Camels for you
- Have a Camel on us
- Rameses was the Aristocrat

Appeals to Women
- Believe in yourself! Philip Morris
- It’s Chesterfield for my taste
- If you like things neat and clean you’ll like Parliament
- What every woman should know about her nerves, Camel
- Keep kissable, Old Golds

Health Claims
- 28% less nicotine
- Slow-burning cigarettes are healthier
- Steady nerves
- The filter tip is better for you
- Less irritating to nose and throat
- Smoke Spuds whenever you have a cough, hoarseness, or a cold
- Smoking prevents irritability
- According to Ed Sullivan, science shows the benefits of smoking
- Arthur Godfrey announces scientific evidence for Chesterfield
- A doctor’s answers to questions about filters
- Smoking Camel helps your disposition
- Organs not affected by smoking, Chesterfields
- Smoking Philip Morris clears smokers’ cough

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1960s & 1970s

Glamour
- Us Tareyton smokers would rather fight than switch!
- If you like things neat and clean you’ll like Parliament
- Woman holds giant Pall Mall cigarette box
- Happy woman dances because of Pall Mall 100s low tar
- Length and coolness come together, Kool
- Would he walk a mile for me? Camel
- You make out better on both ends, Pall Mall

Athletes
- More scientists, educators (and basketball stars) smoke Kent
- Kent sponsors 1960 summer Olympic coverage
- The taste to start with, Lucky Strike—skiers
- America’s favorite cigarette break, Benson & Hedges—woman jockey
- The challenger—Viceroy and race car driver
- I smoke True—woman tennis player

Horses and Cowboys
- Get Lucky—rodeo cowboys
- Flavor your fun with Winston—horseback riding couple

Medical Professionals
- Class of 197? Get lots more from L&M

Children and Teens
- Make your dad’s eyes light up Father’s Day
- Philip Morris popular with younger smokers

Military
- America’s Favorite Cigarette Break, Benson & Hedges—sailors ogle woman in miniskirt

Marlboro Country
- Cowboy smoking—in Richmond, Va.
- Cowboy herding cattle while smoking
- Cowboys smoke around a campfire
- Cowboy relaxing with a cigarette
- Cowboys holding cigarette carton in a barn
- Cowboy trudges through the snow
- Cowboy and several horses
- Cowboy carrying a carton of Marlboros and smoking one
- Cowboy’s face
- Drawing of cowboy
- Horse galloping in the moonlight
- Marlboro Country billboard
- Painting of cowboy smoking Marlboro Lights

Appeals to Women
- Women are different from men
- No more “Dear Minnie” letters
- Virginia Slims Paris sweepstakes
- Farewell to the ugly cigarette, Eve
- Simmer cigarettes
- Lady, be cool
- You’ve come a long way, baby
- A pretty offer from a pretty cigarette
- Virginia Slims engagement calendar

Health Claims
- Dual filter does it!
- True filter cigarettes deliver less tar and nicotine
- True has nothing to hide
- Carlton has less tar
- Why I smoke Vantage
- Pall Mall extra mild 48% less tar
- The Doral Diet
- Should people smoke?
- Fact: the first cigarette with Purite granules
- Kent: Even less tar
- Merit cigarettes provide taste without high tar
- Smoke fewer cigarettes by smoking longer ones
1980s & later

Glamour
- It's new. It’s beige. More Lights 100s
- Benson & Hedges, The Deluxe 100
- Barclay, Unexpected Pleasure
- Light my Lucky
- Benson & Hedges, Quality Choices
- Portraits of pleasure, Kent (male)
- Portraits of pleasure, Kent (female)
- A taste for the Daring, Capri
- A taste for the Sensational, Capri
- Luxurious, Capri
- What you’re looking for, Camel

Athletes
- Mountain climber, Backwoods wild ‘n mild smokes
- Where a man belongs, Camel—skier
- Salem Spirit—beach volleyball
- Reach for the exceptional, Sterling—hang glider
- Virginia Slims—tennis player
- Performance counts, Vantage—figure skater
- Philip Morris Magazine—NFL’s meanest linebackers
- Baseball players in Marlboro gear
- Winston championship race—NASCAR

Children and Teens
- Does smoking make you look more grownup? R.J. Reynolds

Celebrities
- Actress Marlee Matlin and the Bill of Rights
- Charlton Heston and the Bill of Rights

International
- Pall Mall in Chile
- Mac in Czech Republic (no link available)
- Marlboro Lights in El Salvador
- Cabinet billboard in Germany
- Couple fishing in India
- Child buying cigarettes in Japan
- Aspen billboard in Nigeria
- Calendar in Philippines
- Magazine ad for L&M in Spain
- Billboard for L&M in Ukraine

Joe Camel
- 1981 Joe Camel—smooth moves
- 75 years and still smokin’
- Smooth character
- Would you buy a used chariot from this character?
- Joe Camel plays the piano
- Joe Camel goes sailing
- What do you get when you cross Camel with a hog?
- Joe Camel relaxes in a hot tub
- The Camel cooler
- Camel cash
- Joe’s Beach Club free T-shirt
- Genuine taste

Marlboro Country
- Cowboy swinging lasso
- Marlboro promotional items
- Longhorn roundup
- Marlboro man in the snow
- Marlboro man in a rain slicker
- Merry Christmas from Marlboro Country
- Cowboy heats a branding iron
- Branding Irons
- Cowboy camp

Appeals to Women
- Eve Lights 120s—Tastes as good as it looks
- It’s More You
- Rosemary for President someday
- $500,000 Virginia Slims Championship
- The slimmest slint! Capri
- Superslims from Virginia Slims
- Why should I mind flattery?
- Gone to Capri and not coming back
- It’s a woman thing

Health Claims
- Did you say 1/3 less tar?
- Of cigarettes and science
- The half tar advVantage
- A real breakthrough, Next de-nicotined
- No risk from passive smoke
- Winston’s tobacco: no additives
Video ads

- Fred Niedermeyer collection of 44 cigarette commercials from the 1960s and 1970s
- Flintstones take a Winston cigarette break
- Brooklyn Dodgers in 1956 cigarette commercial (link not available)
- Light up a Lucky—1950s commercial (link not available)
- More doctors smoke Camels 2
- Funny commercial
- Winston tastes good (link not available)
- There is nothing like a Lark

Counteradvertising

- Joe Chemo
- Utter Fool
- Welcome to Marlboro Country
- Marlboro: the New Frontier
- Chic? No, throat cancer
- What we see when you smoke
- Do you know how much you really spend on cigarettes?
- Fumer, c’est être l’esclave du tabac (smoking means being tobacco’s slave)
- 50 Most Creative Anti-Smoking Advertisements